

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

EFS&T Department – Environment - World Environment Day 2025 Celebration and Mission Swachh Andhra Pradesh – Plastic Kalushya Nivaranam Implementation Guidelines – issued – Reg.

ENVIRONMENT, FORESTS, SCIENCE & TECHNOLOGY (SEC-II)
DEPT

G.O.RT.No.75

Dated: 02-06-2025

Read the following:-

1. G.O.Rt.No.74, EFS&T (Sec.II) Dept., dated 27.08.2024.
2. CP-99/17/2023-AS-HO-CPCB-HO, dated 22.05.2025.

ORDER:

The Ministry of Environment, Forest and Climate Change, GoI, has advised celebrating World Environment Day (WED) 2025 on 5th June, with the theme 'Ending Plastic Pollution'. To promote awareness and community engagement around this important theme, pre-campaign activities are being conducted from 22nd May to 5th June 2025.

2. The Government of Andhra Pradesh has decided to celebrate WED 2025 accordingly on a mass scale to promote the mission of Swachh Andhra Pradesh, with a special focus on the theme "Ending Plastic Pollution."

3. In this regard, all State Government Departments and HODs are requested to actively participate in this initiative by mobilizing respective offices and field units under their jurisdiction. The support of all the State Government Departments and HODs is essential in organizing public outreach activities such as dissemination of materials related to the WED theme, conducting clean-up drives, workshops, webinars, and other awareness events during the pre-campaign period.

I. Objectives:

- a. To create awareness about the harmful effects of plastic pollution and promote the adoption of biodegradable alternative materials through community education and engagement, behavioural change, and innovation in sustainable materials.

- b. To organise action events at various stakeholder levels, including educational institutions, government agencies (Central – State – District – Mandal level), corporate entities, industrial entities, and civil society organizations, to organize and enable citizen participation in green volunteering activities to combat plastic pollution.

II. Key Thrust Areas of WED Campaign 2025:

- a. Awareness and advocacy regarding plastic pollution
- b. Reduction in the use and generation of plastic waste, including single-use plastic
- c. Management of plastic waste, including single-use plastic, through segregation, collection, disposal, and recycling
- d. Promotion of the development of sustainable alternatives to single-use plastic.
- e. The activities based on Mission LiFE(Lifestyle for Environment) along with a list of general and thematic activities, are available in the Concept Note prepared by CPCB for celebrating the WED 2025 campaign. The same is available in the following web link and also attached to this order :

(<https://pcb.ap.gov.in/APPCBDOCS/WED2025/ConceptNoteWED2025Campaign.pdf>)

III. People's Participation:

The goals of the mission of Swachh Andhra Pradesh, to be implemented through the “Paryavaranam Kapadukundam” programme, can be realized only through citizens’ participation. Every citizen of Andhra Pradesh—across social, economic, demographic, geographic, gender, and political spectrums—ought to become a partner in this programme, which would benefit not only the State but also the Nation. Apart from its impact on the environment and climate change, the programme is an effort to strengthen the bond between nature and people. Therefore, effective and sustained mobilization of all citizens through a massive public information campaign is critical not only for the launch but also for sustaining the momentum throughout the year and beyond.

4. The activities to be taken up with immediate effect include widespread dissemination of information to citizens through print and electronic media, FM radio, film theatres, and town-hall and street-level meetings. To create awareness among school and college students and to secure their proactive participation, essay writing, painting, quiz, and elocution competitions shall be organized. In

addition, Green Runs, cycle rallies, and eco-walks on different days shall be conducted. Likewise, lectures and panel discussions shall be organized on climate change concerns, and environmental and biodiversity conservation issues. Screening of films and documentaries on forest and wildlife conservation in various schools, colleges, universities, and theatres could be an integral part of the campaign.

5. The Headmasters of schools, Principals of colleges, Vice-Chancellors of universities, and persons in charge of residential schools and hostels shall ensure 100 percent participation of teachers/faculty and students in promoting awareness regarding “Ending Plastic Pollution” and the impact of plastic on the environment and climate change. They shall also ensure proactive participation in reducing and reusing plastics and in the complete avoidance of single-use plastic.

6. The participation of religious and social leaders, civil society institutions, community institutions, and self-help groups must be secured in spreading awareness and disseminating information about the programme.

7. A Facebook page and Twitter handle (Plastic Kalushya Nivaranam) should be used on social media for promoting the programme and providing an opportunity for all citizens to post their views, suggestions, value-added inputs, pictures, and videos related to the WED 2025 programme. Inspirational slogans, songs, and video clips on relevant themes should also be posted on social media.

8. The Secretaries and the Commissioner of Education and Welfare Departments are requested to issue instructions to all institutions under their control.

9. All the Secretaries and Heads of Departments (HODs) are requested to instruct the officials, autonomous institutions, and public sector enterprises under their control to participate actively in the successful launch and effective implementation of '*Plastic Kalushya Nivaranam*' under Mission Swachh Andhra Pradesh.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**G ANANTHA RAMU
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To :

All the Collectors & District Magistrates in the State.

All the Special Chief Secretaries/ Principal Secretaries/ Secretaries/Special Secretaries to the Government.

All the Heads of Government Departments.
The Principal Chief Conservator of Forests and Head of Forest Force.
The Commissioner and Ex-Officio Secretary to Government, Horticulture Department.
The Commissioner of Rural Development and Panchayat Raj.
The Commissioner School Education/intermediate Education.
The Commissioner Collegiate Education.
The Managing Director, Swachh Andhra Corporation.
The Chief Executive Officers of all Public Sector Enterprises.
All Vice-Chancellors of Universities and Heads of Autonomous Institutions. Commissioners of all Urban Local Bodies in the State.

Copy to the following for their information and necessary action:

The Chief Secretary to the Government.
The Communications Advisor to the Hon'ble Chief Minister. The Principal Secretaries/Additional and Joint Secretary to the Hon'ble Chief Minister.
The OSD / PS to all Hon'ble Ministers with a request to bring to the notice of the Hon'ble Ministers.
The Registrar-General of Hon'ble High court of Andhra Pradesh.
The Secretary General to the State Legislature.
The President of Confederation of Indian Industries (CII)/FICCI.
All Chief Conservators of Forests/Conservators of Forests/DFOs in the State. All Project Directors of DRDAs and DWAMA in the State.

//FORWARDED BY ORDER//

SECTION OFFICER